

02/29/00  
JCT14 U.S. PTO

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February 29, 2000

**Andrea G. Reister**  
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Box Patent Application

JCT564 U.S. PTO  
09/515860  
02/29/00

Assistant Commissioner for Patents  
Washington, D.C. 20231

Re: U.S. Non-Provisional Utility Patent Application  
Appl. No.: Not yet assigned; Filed: February 29, 2000  
For: **Electronic Commerce Transactions Within a Marketing  
System That May Contain a Membership Buying Opportunity**

Inventors: Daniel A. ARGANBRIGHT; Dave BAMBOROUGH;  
Randy S. BANCINO; James G. BLODGETT; Bruce H.  
CARLSON; William DANGL; William HAZARD, Robin  
HORDER-KOOP; Jim HUNKING; Aaron M. KAMPHUIS;  
Gregory J. LANG; Gary A. MAHIEU; Kathryn E. MCCORMICK;  
Kenneth J. MCDONALD; John P. PARKER; Andrew J. POPP;  
Kelly K. SAVAGE; Steven R. VISSER; and Claire ZEVALKINK

Our Ref: 00368.0029.US01

Sir:

The following documents are forwarded herewith for appropriate action by the U.S.  
Patent and Trademark Office:

1. Utility Patent Application Transmittal (Form PTO/SB/05);
2. Form PTO-1082 (in duplicate);
3. U.S. Utility Patent Application entitled:

**Electronic Commerce Transactions Within a Marketing  
System That May Contain a Membership Buying Opportunity**

and naming as inventors:

Daniel A. ARGANBRIGHT; Dave BAMBOROUGH; Randy S. BANCINO;  
James G. BLODGETT, Bruce H. CARLSON; William DANGL; William  
HAZARD, Robin HORDER-KOOP; Jim HUNKING,; Aaron M. KAMPHUIS,  
Gregory J. LANG, Gary A. MAHIEU, Kathryn E. MCCORMICK; Kenneth J.  
MCDONALD; John P. PARKER; Andrew J. POPP; Kelly K. SAVAGE; Steven  
R. VISSER; and Claire ZEVALKINK

the application consisting of:

- a. A specification containing:
  - (i) 147 pages of description prior to the claims;
  - (ii) 50 pages of claims (156 claims);
  - (iii) a one (1) page abstract;
- b. 44 sheets of drawings: (Figures 1-3, 4a-4f, 5-7, 8a-8c, 9-11, 12a-12h, 13a-13e, 14a-14e, and 15-27);
- c. Three originals of executed combined Declaration and Power of Attorney for Patent Application (27 total pages);

4. Recordation Form Cover Sheet (2 pages);

5. Three originals of executed Assignment documents to Quixtar Investments, Inc., recordation of which is hereby respectfully requested (9 total pages);

6. Our check No. 324358 for \$4114.00 to cover:  
    \$ 690.00 Filing fee for patent application;  
    \$ 40.00 Assignment recordation fee(s); and  
    \$3,384.00 Fee for excess claims; and

7. Two (2) return postcards.

It is respectfully requested that, of the two attached postcards, one be stamped with the filing date of these documents and returned to our courier, and the other, prepaid postcard, be stamped with the filing date and unofficial application number and returned as soon as possible.

The present application claims priority under 35 U.S.C. § 119(e) to provisional application serial no. 60/122,385, filed March 2, 1999, titled "Electronic Commerce Transactions Within a Marketing System That May Contain a Membership Buying Opportunity," and provisional application serial no. 60/126,493, filed March 25, 1999, titled "Method for Marketing and Selling That May Contain a Membership Buying Opportunity," the entirety of each of which is incorporated herein by reference.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 08-3038. A duplicate copy of this letter is enclosed.

Respectfully submitted,

Andrea G. Reister (Reg. No. 36,253)

## Enclosures

Please type a plus sign (+) inside this box → 

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>UTILITY PATENT APPLICATION TRANSMITTAL</b> <i>(Only for new nonprovisional applications under 37 CFR 1.53(h))</i>		Attorney Docket No. <b>00368.0029.US01</b>
		First Named Inventor or Application Identifier <b>ARGANBRIGHT</b>
Title		Electronic Commerce Transactions Within A Marketing System That May Contain a Membership Buying Opportunity
		Express Mail Label No. _____

<b>APPLICATION ELEMENTS</b> <i>See MPEP chapter 600 concerning utility patent application contents</i>		Assistant Commissioner for Patents <b>Box Patent Application Washington, DC 20231</b>
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1. <input checked="" type="checkbox"/> *Fee Transmittal Form (Form PTO-1082) <i>(Submit an original and a duplicate for fee processing)</i>	6. <input type="checkbox"/> Microfiche Computer Program ( <i>Appendix</i> )		
2. <input checked="" type="checkbox"/> Specification <b>[Total Pages 198]</b>	7. <input type="checkbox"/> Nucleotide and/or Amino Acid Sequence Submission <i>(if applicable, all necessary)</i>		
- Descriptive title of the Invention		<input type="checkbox"/> Computer Readable Copy	
- Cross References to Related Applications		<input type="checkbox"/> Paper Copy (identical to computer copy)	
- Statement Regarding Fed sponsored R&D		<input type="checkbox"/> Statement verifying identity of above	
- Reference to Microfiche Appendix		copies	
- Background of the Invention			
- Brief Summary of the Invention			
- Brief Description of the Drawings (if filed)			
- Detailed Description			
- Claims			
- Abstract of the Disclosure			
3. <input checked="" type="checkbox"/> Drawing(s) (35 USC 113) <b>[Total Sheets 44]</b>	8. <input checked="" type="checkbox"/> Assignment Papers (cover sheet & document(s))		
4. Oath or Declaration <b>[Total Pages 27]</b>	9. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of <i>(when there is an assignee)</i> Attorney		
a. <input checked="" type="checkbox"/> Newly executed (original or copy)	10. <input type="checkbox"/> English Translation Document ( <i>if applicable</i> )		
b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) <i>(for continuation/divisional with Box 17 completed)</i> <i>[Note Box 5 below]</i>	11. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations		
i. <input type="checkbox"/> <b>DELETION OF INVENTOR(S)</b> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).	12. <input type="checkbox"/> Preliminary Amendment		
5. <input type="checkbox"/> Incorporation By Reference ( <i>useable if Box 4b is checked</i> ) The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.	13. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) (Two) <i>(should be specifically itemized)</i>		
17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information: <input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP)	14. <input type="checkbox"/> *Small Entity Statement(s) <input type="checkbox"/> Statement filed in prior application, Status still proper and desired		
Prior Application Information: Examiner: _____ Group/Art Unit: _____			
18. CORRESPONDENCE ADDRESS			
<input type="checkbox"/> Customer Number or Bar Code Label <input type="checkbox"/> <b>22930</b>  <i>(Insert Customer No. or Attach Bar Code Label here)</i>		or <input checked="" type="checkbox"/> Correspondence address below	
NAME	Andrea G. Reister HOWREY SIMON ARNOLD & WHITE, LLP <small>PATENT TRADEMARK OFFICE</small>		
ADDRESS	Box No. 34 1299 Pennsylvania Avenue, N.W.		
CITY	Washington	STATE	DC
COUNTRY	US	TELEPHONE	202-783-0800
Name (Print/Type)	Andrea G. Reister		Registration No. (Attorney/Agent) <b>36,253</b>
Signature	<i>Andrea G. Reister</i>		Date <b>February 29, 2000</b>

\*NOTE FOR ITEMS 1 & 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

HOWREY SIMON ARNOLD & WHITE, LLP  
 Box No. 34  
 1299 Pennsylvania Avenue, N.W.  
 Washington, D.C. 20004-2402  
 (202) 783-0800

Attorney Docket No. 00368.0029.US01

ASSISTANT COMMISSIONER FOR PATENTS  
 Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of

Inventors: ARGANBRIGHT et al.For: Electronic Commerce Transactions Within a Marketing System That May Contain a Membership Buying Opportunity

Enclosed are:

44 sheets of informal drawings.  
 An assignment of the invention to Quixtar Investments, Inc.

Form PTO-1595.  
 A certified copy of a \_\_\_\_\_ application.  
 An associate power of attorney.  
 A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27.  
 Executed Power of Attorney from Assignee  
 Executed Combined Declaration and Power of Attorney for Patent Application.

The filing fee has been calculated as shown below:

(Col. 1)		(Col. 2)
FOR	NO. FILED	NO. EXTRA
<b>BASIC FEE</b>		
TOTAL CLAIMS	156 - 20 =	* 136
INDEP. CLAIMS	15 - 3 =	* 12
<input type="checkbox"/> MULTIPLE DEPENDENT CLAIM PRESENTED		

\*If the difference in Col. 1 is less than zero, enter "0" in Col. 2

SMALL ENTITY		OTHER THAN A SMALL ENTITY	
OR	RATE	OR	RATE
OR	\$ 345.00	OR	\$ 690.00
OR	x 9 =	OR	136 x 18 = 2448.00
OR	x 39 =	OR	12 x 78 = 936.00
OR	+ 130 =	OR	+ 260 =
OR	TOTAL	OR	TOTAL \$4074.00

Please charge my Deposit Account No. 08-3038 in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is attached.

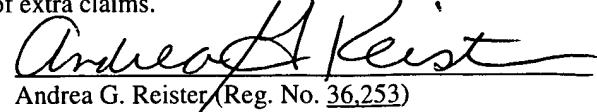
A check in the amount of \$4114.00 to cover the basic filing, additional claims and assignment recordation fees is enclosed.

The U.S. Patent and Trademark Office is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 08-3038 referencing docket number 00368.0029.US01. A duplicate copy of this sheet is attached.

Any additional filing fees required under 37 CFR 1.16.  
 Any patent application processing fees under 37 CFR 1.17.

The U.S. Patent and Trademark Office is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 08-3038 referencing docket number \*. A duplicate copy of this sheet is enclosed.

Any patent application processing fees under 37 CFR 1.17  
 The issue fee set in 37 CFR 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR 1.311(b).  
 Any filing fees under 37 CFR 1.16 for presentation of extra claims.

Date February 29, 2000


Andrea G. Reister (Reg. No. 36,253)